

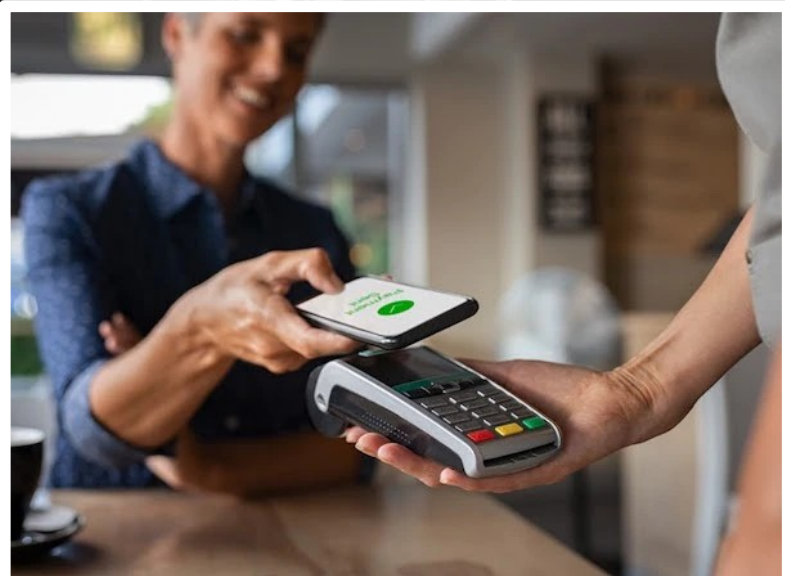




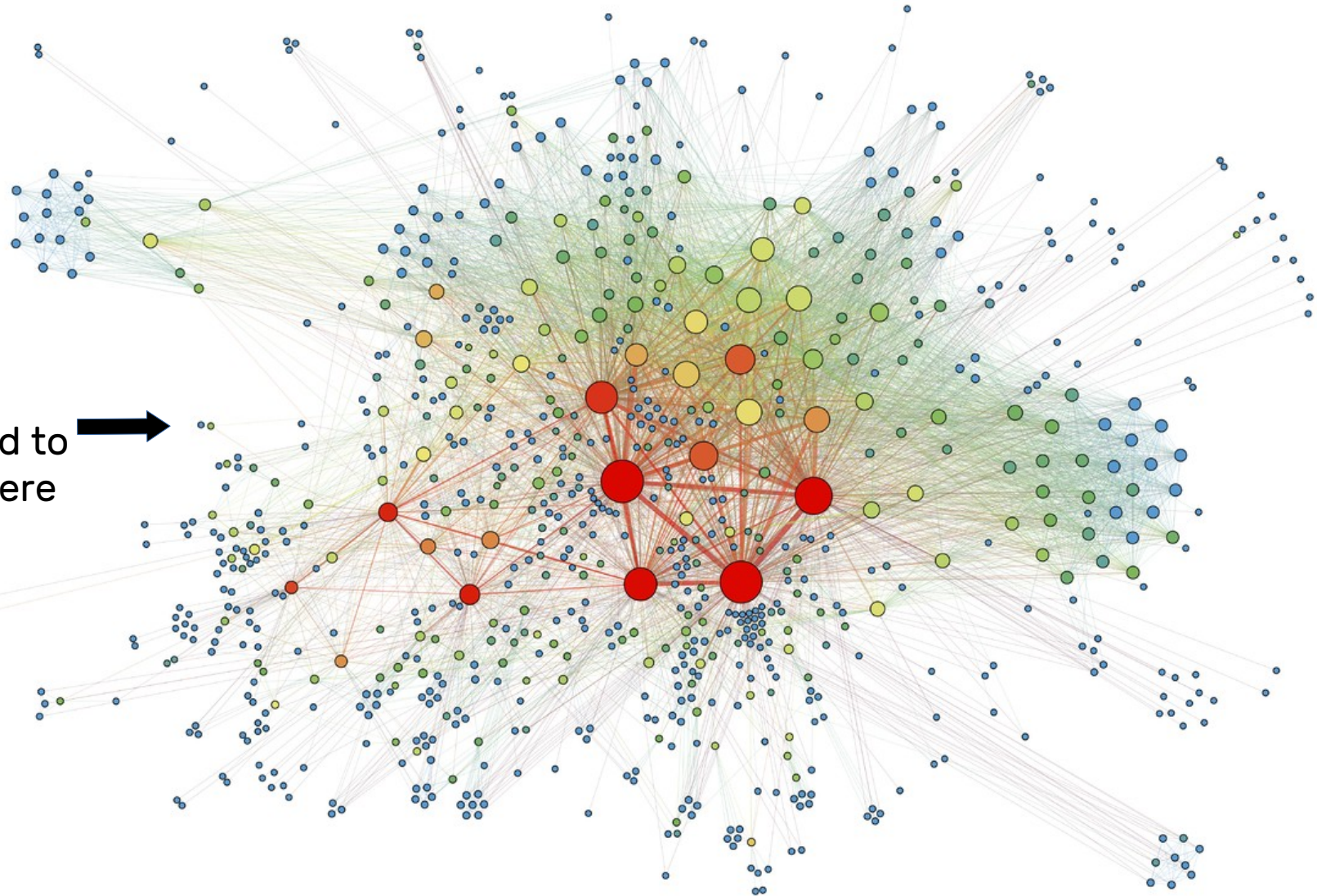
The standard story: Cash is the  
'horse cart' of payments

"Old, inefficient, and dangerous"





Power  
imagined to  
reside here



Breaking the standard story with  
two metaphors



New metaphor 1: 'Pounds' in bank accounts are digital casino chips

(And confidence in them is underpinned by cash)



ROUTE  
69

CASHIER

Royal  
REELS

Royal  
REELS

Royal  
REELS

Royal  
REELS

Crazy  
Good  
Bills

Crazy  
Good  
Bills

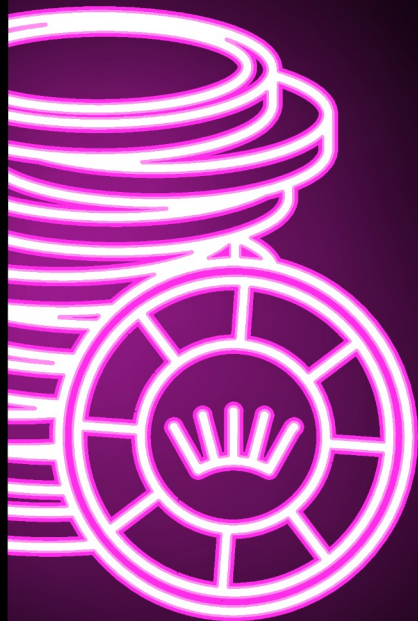


Symbol	Value
Wild	2000
7	1000
8	500
9	250
10	100
11	50
12	25
13	10
14	5
15	2

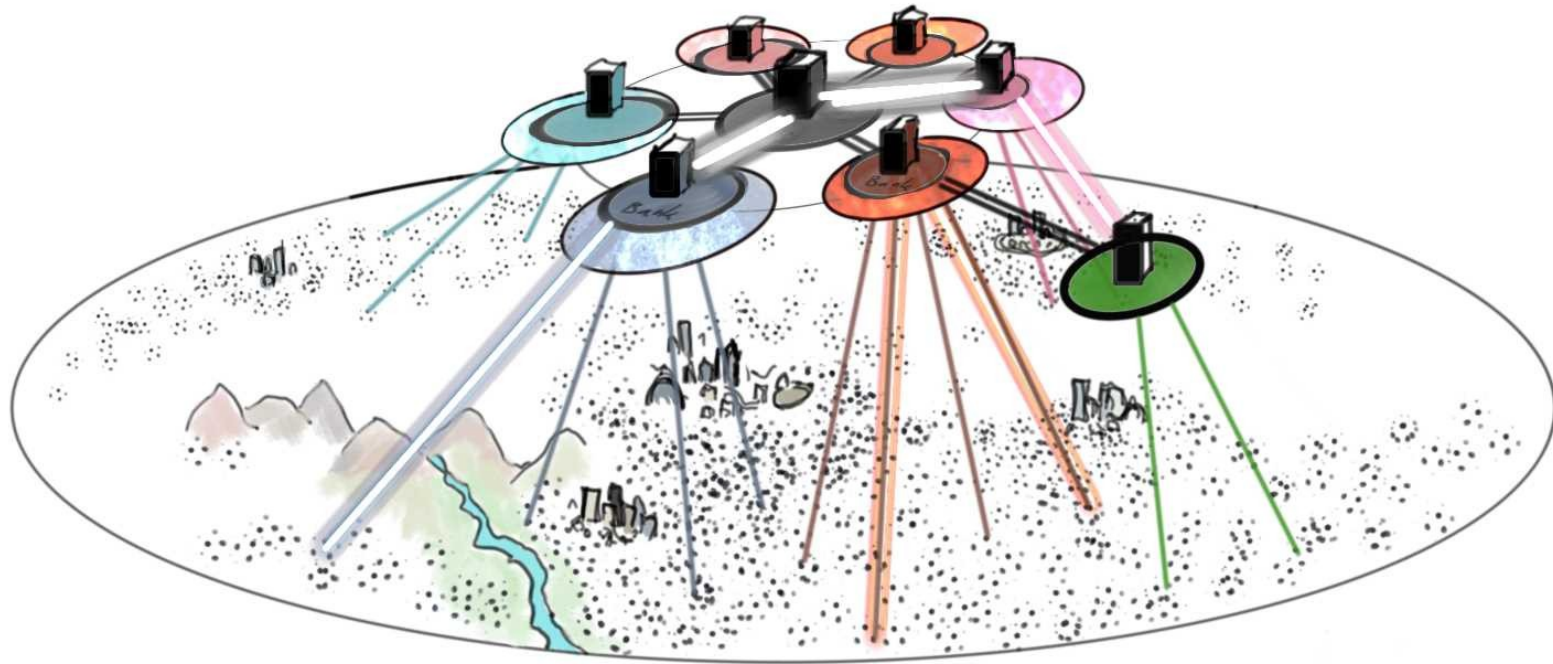
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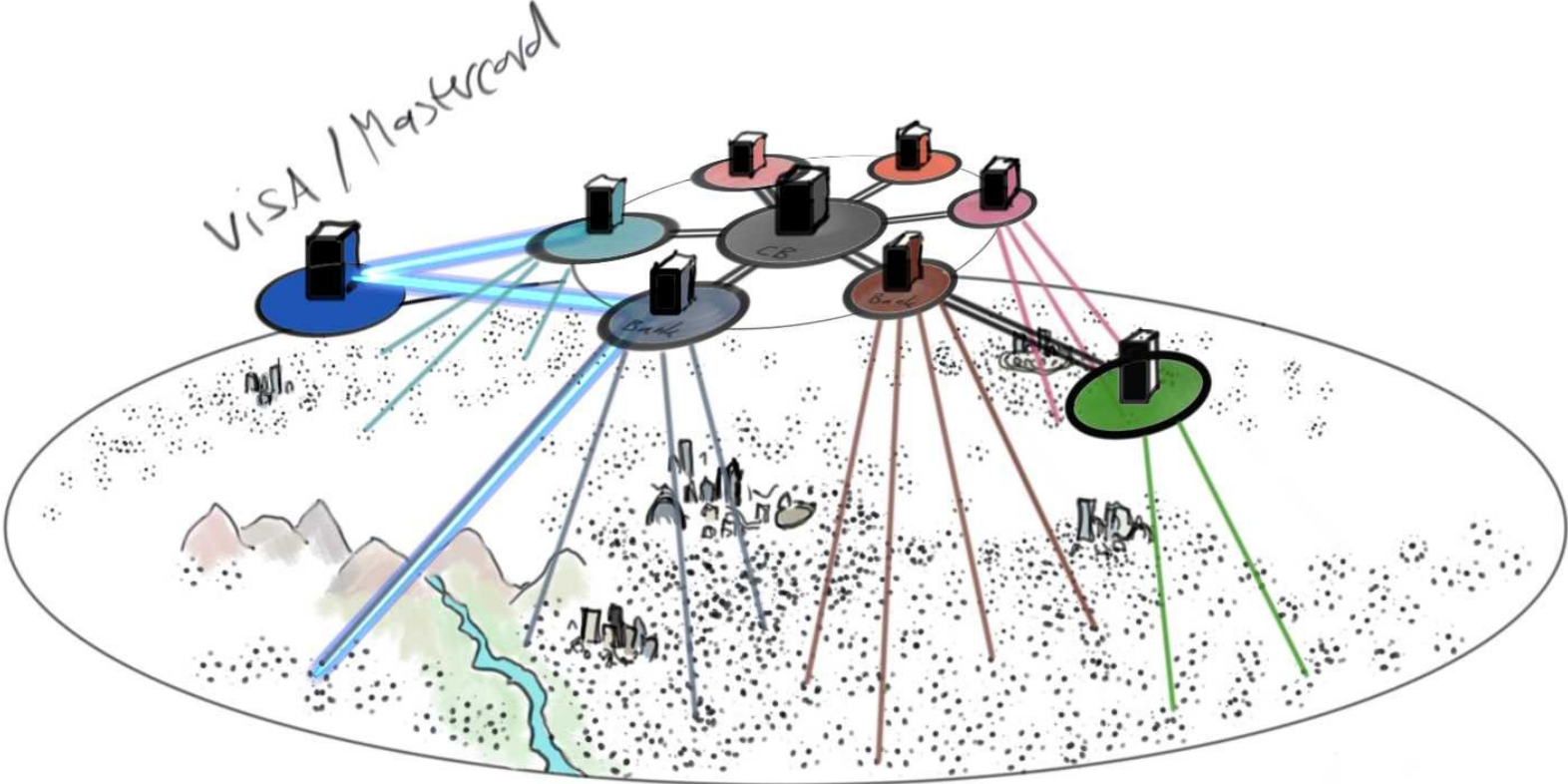
*Balance: \$250*

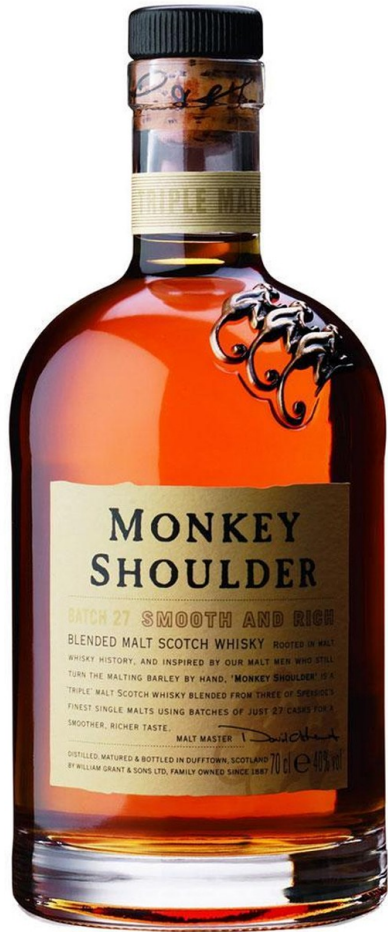


# Digital payments



# Card companies





'BEERLESS ALCOHOL'



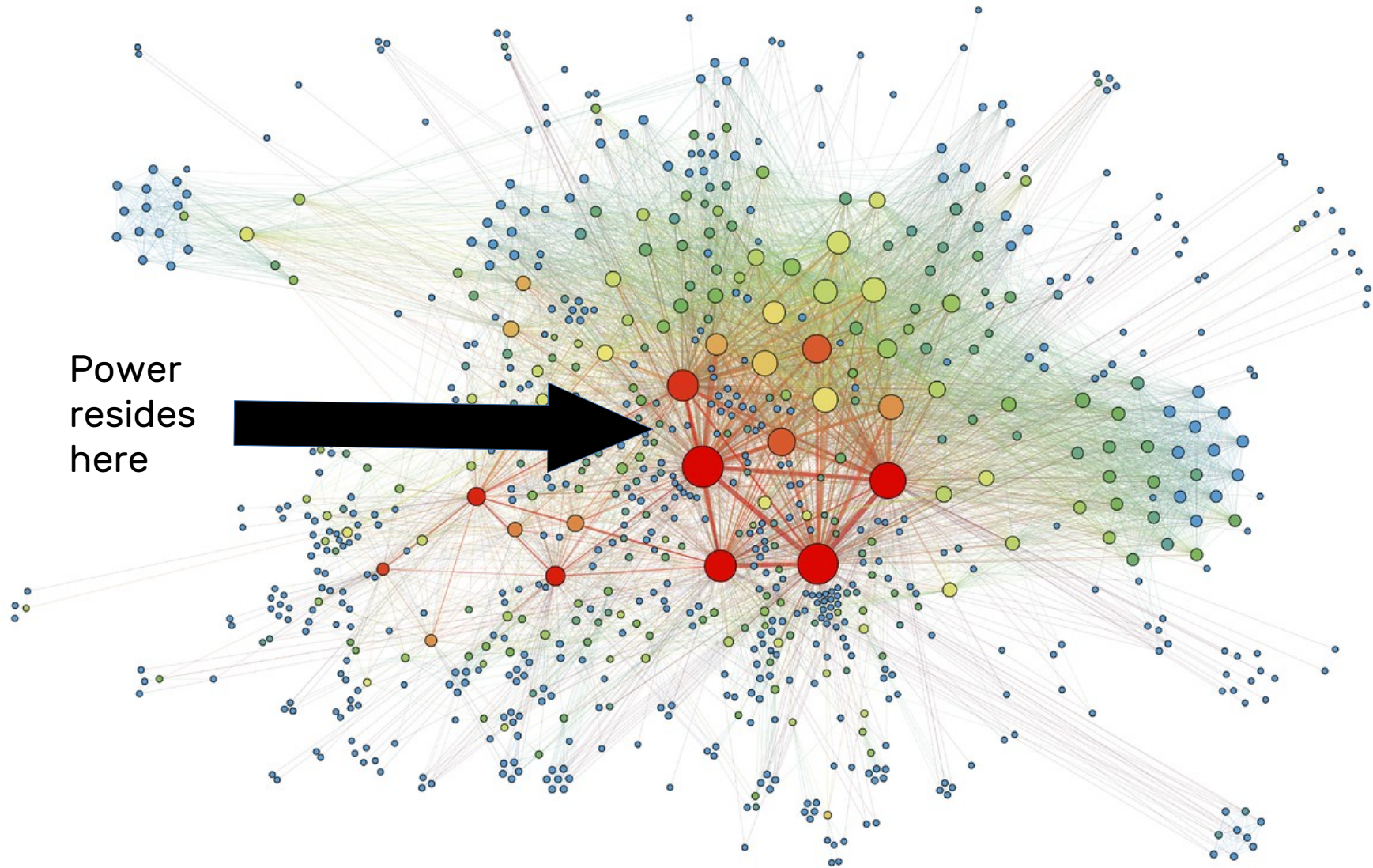
'FOLK-MUSIC-LESS BAND'

# VISA®



## 'CASHLESS SOCIETY'





Power  
resides  
here

# This branch is now closed

However, we are not far away  
and still able to provide you with  
the same service from the following  
branch:

Peterborough Branch  
Cathedral Square  
Peterborough  
Cams PE1 1XH

You can also manage your money online  
at [natwest.com](https://www.natwest.com)

## SPORTS

# The NFL and Visa will host cashless Super Bowl in Tampa Bay with ‘reverse ATMs’

PUBLISHED THU, NOV 19 2020•8:00 AM EST | UPDATED THU, NOV 19 2020•6:36 PM EST



Jabari Young  
@JABARIJYOUNG

SHARE [f](#) [t](#) [in](#) [✉](#)**KEY POINTS**

- Credit card company Visa will oversee the NFL's cashless Super Bowl LV in Tampa Bay.
- Fans who attend can use cash only to convert to prepaid cards distributed by Visa ATMs







## Cooking up a cash-free business

What would it mean to go cash-free? We asked 50 restaurant and food truck owners, winners of Visa's Cashless Challenge.

Meet the Cashless Challenge winners

# New metaphor 2: Cash is the 'public bicycle system' of payments

Vital for maintaining a resilient, inclusive Balance of Power in the  
monetary system

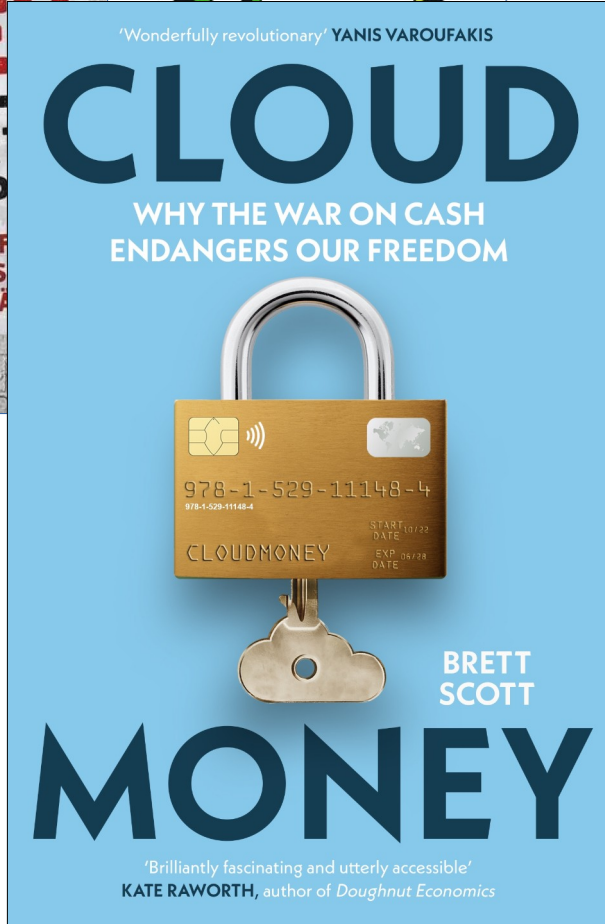
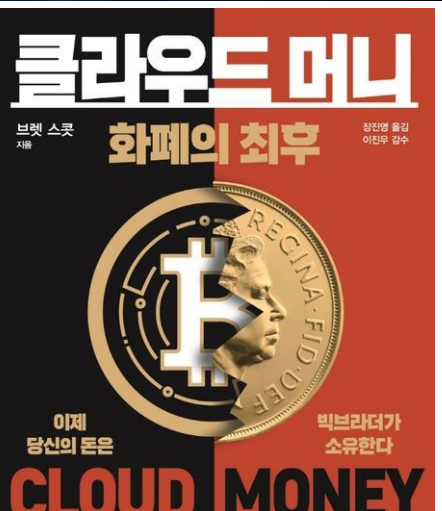
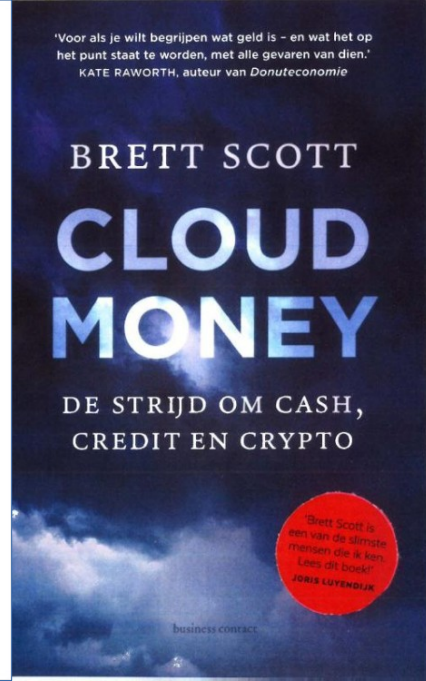












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